

LEO BURNETT U.S.A.

ADIRBING11-04 REQ#MG1525 "DENICOTINED MENTHOL" - PG 4/C BLD (8-3/4 X 11-1/2) CONSUMER MAGAZINES, 1990

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ARIZONA

BENSON & HEDGES BREAKTHROUGH



ONLY AVAILABLE IN ARIZONA

De-Nicotined Menthol

LESS THAN 0.1 MG NICOTINE
AND SMOOTH FRESH TASTE

BENSON & HEDGES DE-NIC* MENTHOL.
THE RESULT OF A NICOTINE EXTRACTION PROCESS
THAT REMOVES NICOTINE DIRECTLY
FROM THE TOBACCO ITSELF. MUCH THE WAY COFFEE
IS NATURALLY RENOVATED FROM COFFEE BEANS.

WHAT YOU GET IS A SMOKEABLE
MENTHOL CIGARETTE WITH SMOOTH, FRESH TASTE
AND LESS THAN 0.1 MG OF NICOTINE.

REGULAR AND MENTHOL, KINGS AND BOYS.

BENSON & HEDGES
DE-NIC.

De-Nic®
ANOTHER SMOOTH, FRESH TASTE
TOBACCO,
CREATING A MENTHOL CIGARETTE WITH A DISTINCT
LIGHT TASTE AND LESS THAN 0.1 MG NICOTINE.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

8 mg "tar," 0.1 mg nicotine av.
per cigarette by FTC method.

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